

Erasmus Data Summit 2020

Break-Out Track E: Social and Psychological Implications of AI

AI for Effective and Responsible Social Network Campaigns

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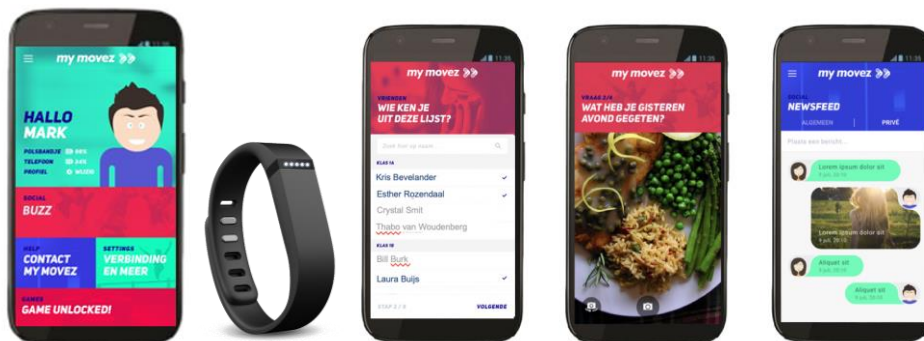


MyMovez: Social Network Intervention to Promote a Healthy Lifestyle Among Youth



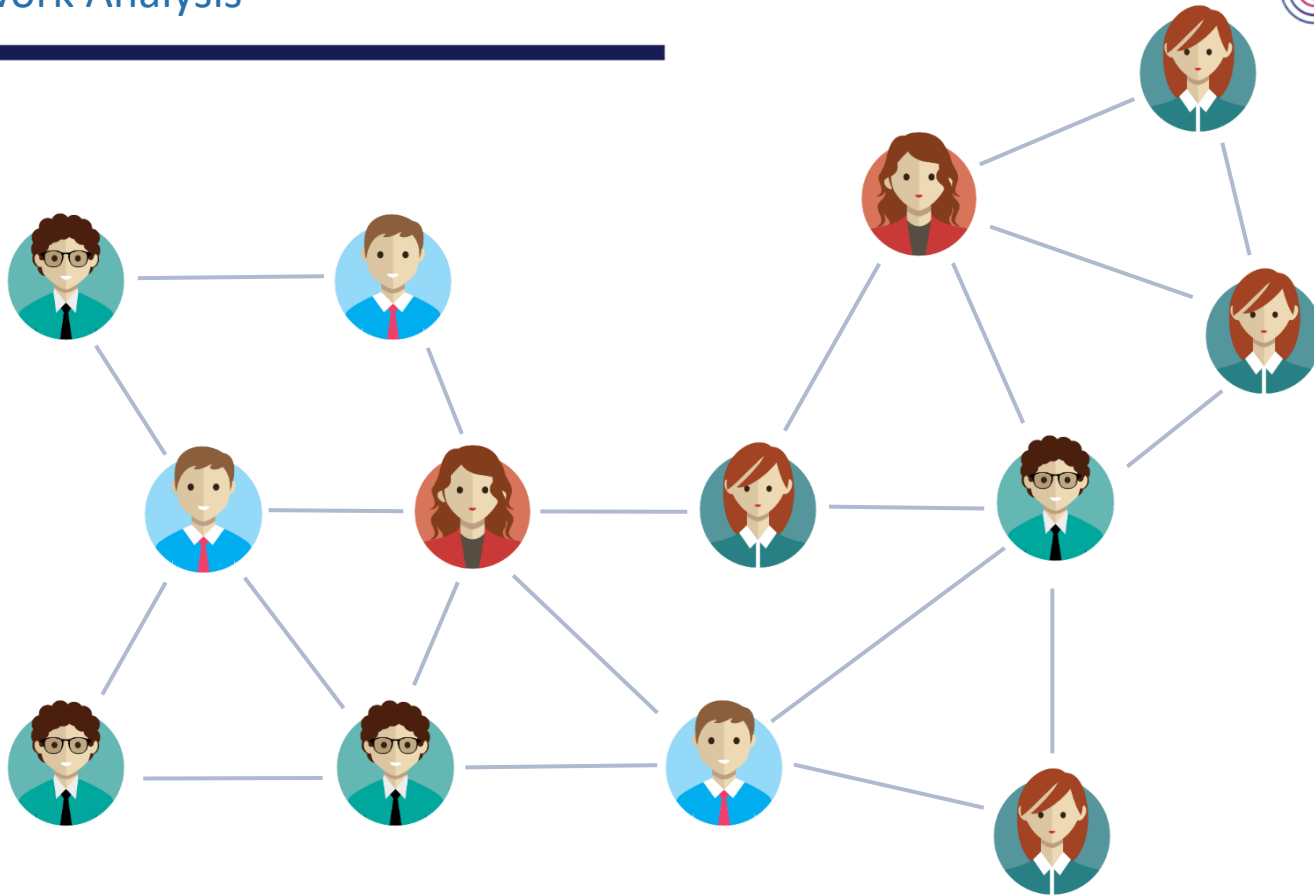
MyMovez Data Collection Planning

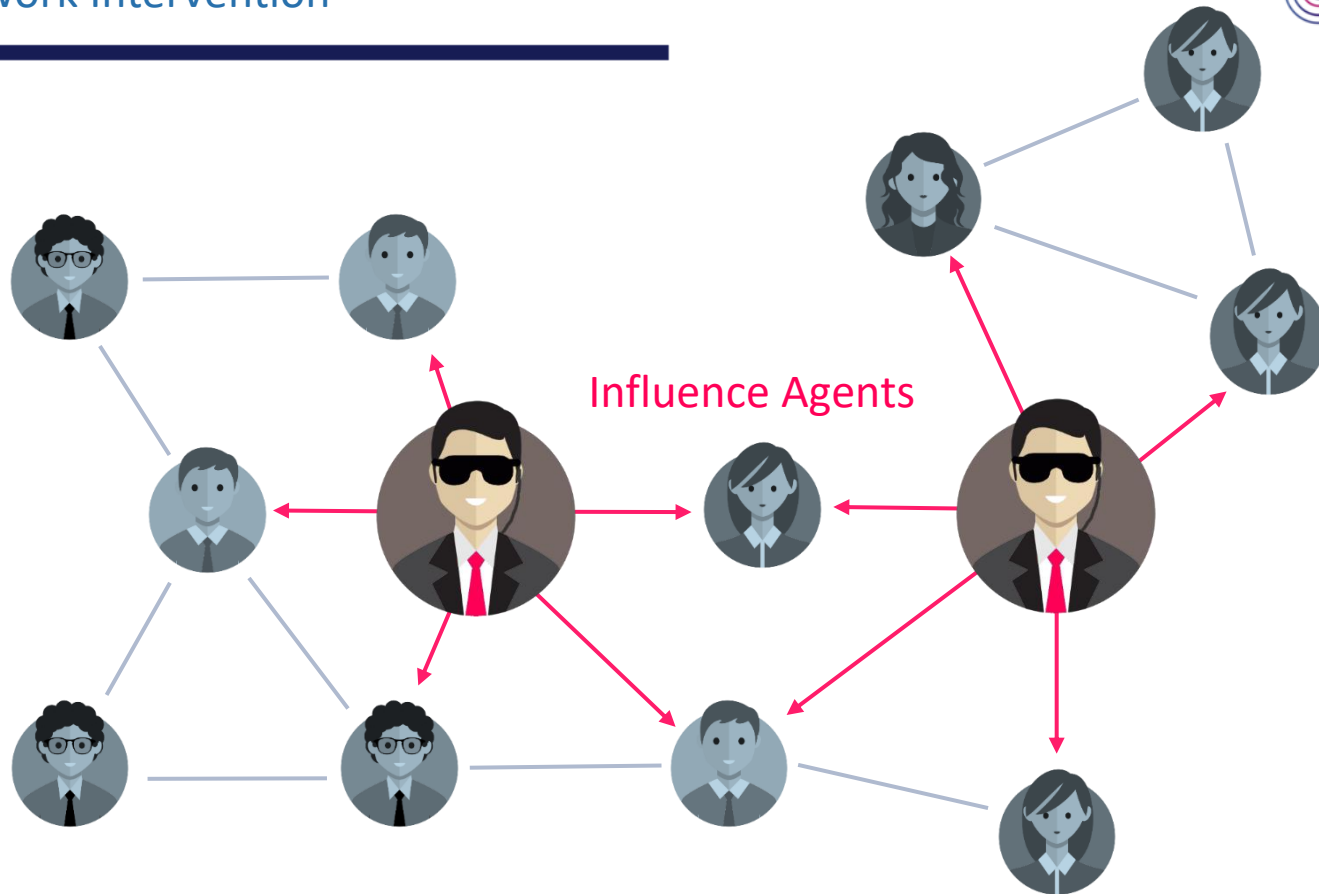
Phase I: Longitudinal data collection among 953 teenagers				Phase II & III: Data analysis and intervention	
2016			2017	2018	
1	2	3	4	5	8
February	April	June	February	February	June



For more info, see;
<http://mymovez.eu/>









Based on luck

Randomly select the influence agents

(random selection)



Based on theory (and data)

The traditional way: Counting relationships

(in-degree centrality)

The strategic way: Based on the position in the social network

(betweenness centrality)

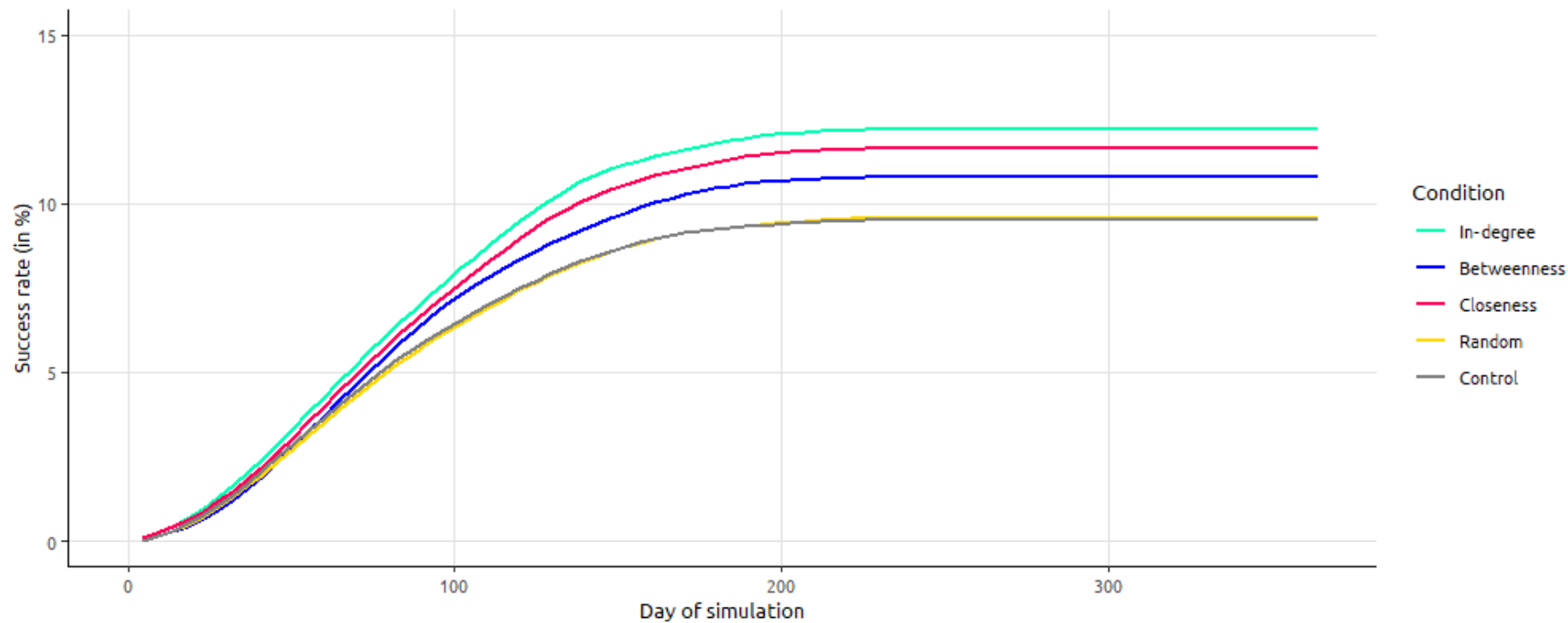
(closeness centrality)

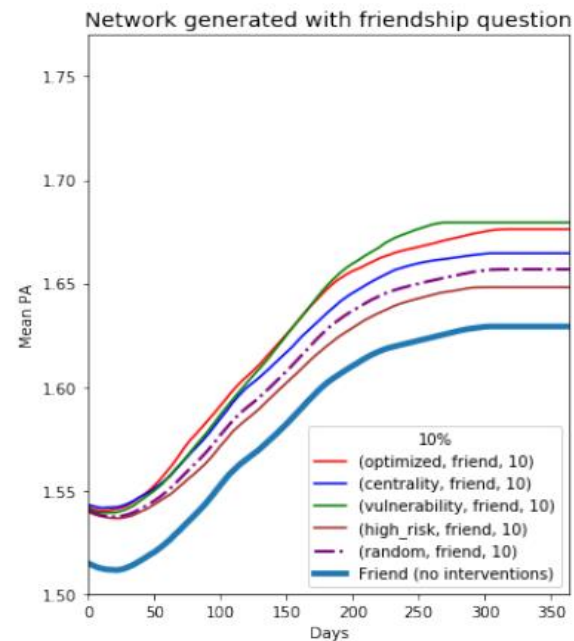
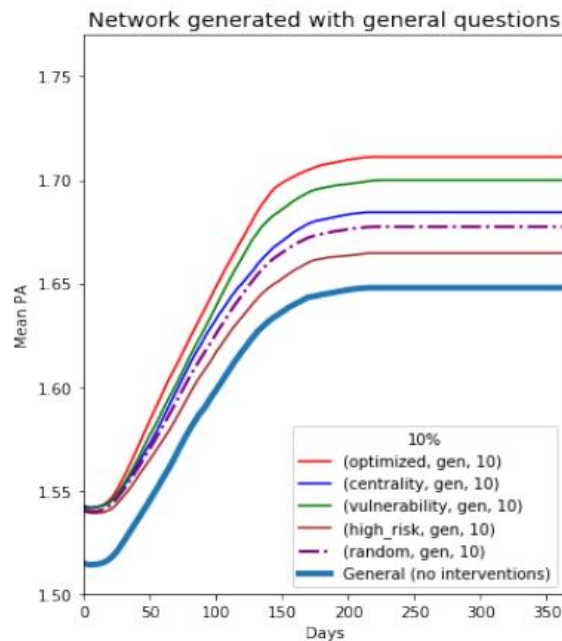
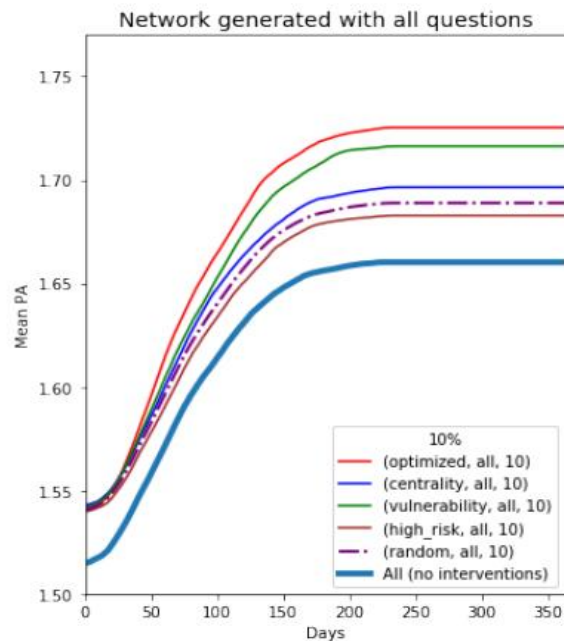


Based on data

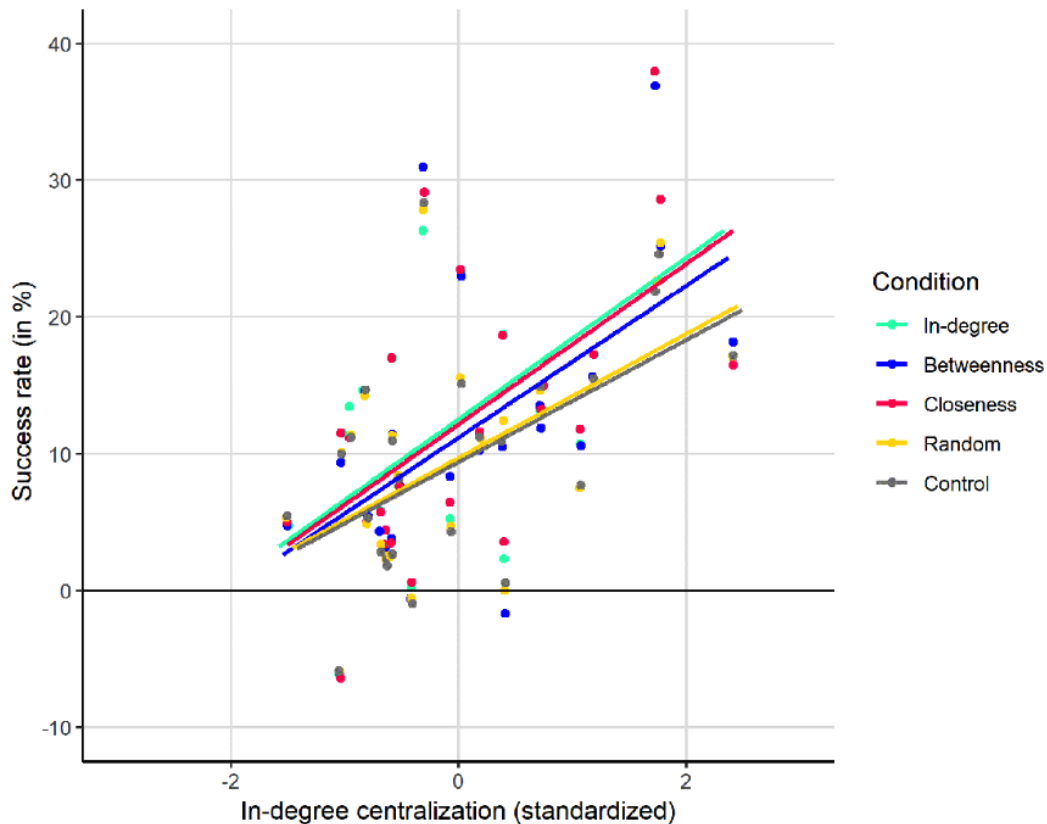
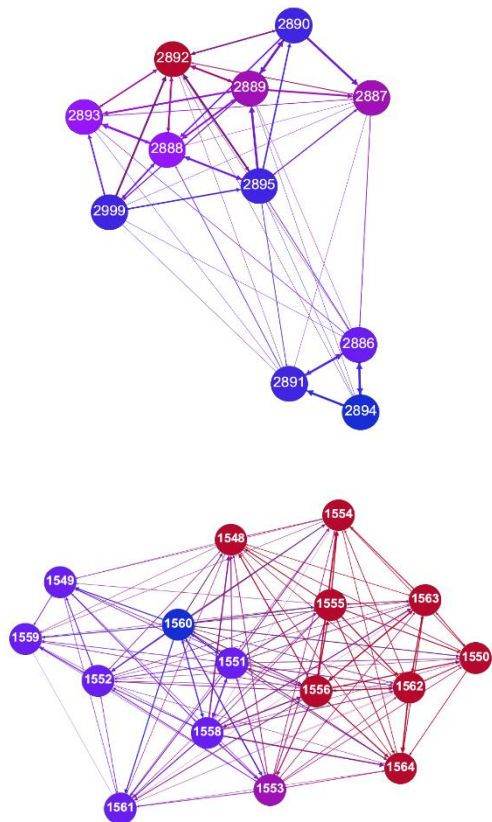
Optimized selection based on the impact of the children in the whole network

(influence maximization)





Intervention tailoring



We invite you to dream about the next step: Using AI and communication technology for effective and responsible social network campaigns:

- How can we use data analytics for intelligent intervention design?
- How can we use (data from) online social networks (social media)?
- How can we use smartphone technology?

Inspired? Share your ideas, dreams, and/or suggestions in the chat right now! Wild, vague, or concrete—ALL ideas are welcome!

Also, feel free to share your questions. We will discuss ideas and questions after the next slide!

Tailored interventions based on simulations?

